2040581889

Note for Robinson, Yvette

From: Robinson, Yvette

Date: Tue, Jan 30, 1996 1:50 PM

Subject: RE: 1996 CLUB B&H CLUB/BAR PROGRAM SUMMARY

To: Daragan, Karen

THANKS. SEE YOU THEN.

From: Daragan, Karen on Tue, Jan 30, 1996 1:49 PM
Subject: RE: 1996 CLUB B&H CLUB/BAR PROGRAM SUMMARY
To: Robinson, Yvette

2040581889A

Nope. See you then. Just want to make sure someone from Brand is there so we can talk overall marketing strategy.

From: Robinson, Yvette on Tue, Jan 30, 1996 1:46 PM
Subject: RE: 1996 CLUB B&H CLUB/BAR PROGRAM SUMMARY
To: Daragan, Karen

2040581889B

I CAN'T BELIEVE LA. I SECOND THOUGH, YES I CAN!!! ANYWAY, WE ARE SCHEDULED TO MEET WITH MARY DOHERTY, AND BRAND ON 2/7. DO YOU WANT TO DISCUSS BEFORE THIS MEETING? IF SO, LET ME KNOW. THANKS DARAGAN.

From: Daragan, Karen on Tue, Jan 30, 1996 1:37 PM
Subject: RE: 1996 CLUB B&H CLUB/BAR PROGRAM SUMMARY
To: Murphy, Virginia; Robinson, Yvette
Cc: Broeman, Ina; Carraro, Tara; Doherty, Mary; Ferrin, Robert; Medina, Maria; Moore, Edna; Mulligan, Kathleen; Weiner, Russell

2040581889C

The markets do not seem to be any more of a problem than they have been in the past with Slims Tennis and Club B&H. We expect criticism and we'll deal with it. Appears from your memo that activity will take place in enclosed, private settings, which is different from/almost better than the old Club B&H at fairs and festivals or Legends. Good thing you are doing L.A. this year because come Jan. 1, 1997, smoking will be banned in all bars, and I assume activity like this will go with it. I do have some concerns about this being urban only and just want some further clarification so we can respond appropriately. Bob and Yvette: can we discuss further? KD.

From: Robinson, Yvette on Tue, Jan 30, 1996 1:06 PM
Subject: 1996 CLUB B&H CLUB/BAR PROGRAM SUMMARY
To: Daragan, Karen; Murphy, Virginia
Cc: Broeman, Ina; Doherty, Mary; Ferrin, Robert; Medina, Maria; Moore, Edna; Mulligan, Kathleen; Weiner, Russell
File(s): Club B&H summary 1

PLEASE REVIEW ENCLOSED:

GINNY/KATHLEEN/KARAN:

I HAVE ENCLOSED A SUMMARY OF THE PROGRAM AND LISTED THE MARKETS

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